



Texas Department of Public Safety

Information for the News Media

Media Relations Office

(512) 424-2080

September 9, 2011

MEDIA ADVISORY: CASH DONATIONS TO KNOWN ORGANIZATIONS

Media can greatly assist relief efforts by letting the public know that the most effective way to help is to make cash donations to organizations you already know. Here are some reasons why cash donations to known organizations are more efficient and effective than donations of material goods:

- Cash donations provide flexibility to help victims of disasters in situations that may be changing rapidly.
- Cash donations minimize problems involved in transportation, delivery and storage. This is especially important for areas where bridges, roads, warehouses and other infrastructure have been destroyed or are impassable.
- Cash donations keep relief workers focused on their work with survivors instead of diverting their efforts to sorting, storing, tracking and distributing goods.

People wishing to make donations can find out more information on contacting the charitable organization of their choice by checking two websites:

Voluntary Organizations Active in Disaster (VOAD) for Texas: www.texasvoad.org.

National VOAD: www.nvoad.org.

For more information on fire danger and advisories, visit the Texas Forest Service website: <http://texasforestservice.tamu.edu> and the Texas Interagency Coordination Center's website: <http://ticc.tamu.edu/index.html>

(PIO 2011-98)